

## **REMARKS**

The Examiner has requested that the drawings show relationships of the blocks. Applicant has submitted amended drawings.

The Examiner has rejected claims 1 and 7 as being anticipated by Perkowski, 5,950,173.

As to claim 1, the Examiner states that Perkowski teaches a system for performing sales transactions online, (Fig. 3A2), comprising a database (Figs 1 and 2A1); said database containing of a profile of agents (Fig. 3B, Col. 7 lines 34-36, Col. 9 lines 9-13)- Perkowski discloses "various agents" in his database by retailers' websites "Retailer Website can be freely served to customers over the Internet, e.g. accessible from a hot-link embedded somewhere in the retailer's Web-site"); said database containing information about each user, Col. 11 lines 64-67, User (or client) computers, each indicated by reference numeral 13, being connected to the Internet via the Internet infrastructure and available to consumers (C.sub.1, C.sub.2... C.sub.i); said database is used in communication with said user in writing utilizing stored email addresses, Fig 4A1.

Figure 3A2 relates to a client computer realized in the form of a web-based multi-media kiosk designed for use as a virtual sales agent within retail shopping environments. The kiosk comprises a omnidirectional laser bar code symbol reader for reading UPC symbols printed on products, brochures, documents and the like.

Figure 1 illustrates the various information subsystems provided by the consumer product information collection, transmission and delivery system of invention along the

consumer–product demand chain. Figure 2A1 shows the Internet and comprises a plurality of data-synchronized Internet Product Directory (IPD) Servers connected to the Internet, a UPC/URL Database Subsystem connected to one or more of the IPD Servers and one or more globally extensive electronic data interchange (EDI) networks.

Col. 7 lines 34-36 relates to providing virtual sales agents within retail shopping environments by installing the computer based kiosks therein. Col. 9 lines 9-13 relate to a multi-media kiosk designed for use as a virtual sales agent in retail shopping environments such as department stores, supermarkets, superstores, retail outlets and the like. Fig. 3B relates to a display screen produced by a graphical user interface running on a Client System and providing an on-screen IPI Find Button.

Col. 11 lines 64-67 relates to a plurality of User computers being connected to the Internet via the Internet infrastructure and available to consumers. Figure 4A1 shows the relational type IPI Registrant Database maintained by each IPD Server configured into the system. It stores information relative to the URLs, trademarks, company name, product description, and e-mail address.

Amended claim 1 requires that the sales agent information comprise whether a sales agent is male or female and the age of the sales agent. Perkowski does not teach nor make obvious providing information comprising whether a sales agent is male or female and the age of the sales agent. The sales agents described by Perkowski are kiosks. The kiosks are not male or female sales agent nor do they have ages. Therefore, claim 1 is not anticipated or obvious over Perkowski.

As to claim 7, the Examiner states that Perkowski teaches a method for performing sales transactions online comprising: logging into a database, Col. 11, lines 64-67, user (or client) computers, each indicated by reference numeral 13, being connected to the Internet via the Internet infrastructure and available to consumers; (C.sub.1, C.sub.2...C.sub.i); entering information that can be identified by said database, Figs. 3A2, 3b, 3c, 4A1, 4A2, 4B, 6A; selecting a virtual sales agent/kiosk provided by said database, 3A2; providing information/query to said virtual sales agent/kiosk about a product, Figs. 3A2, 3b, 3c, 4A1, 4A2, 4B, 6A.

Fig. 3c shows a display screen produced by an Internet browser or communication program supporting a browser display framework. Fig 4A2 shows product advertisement information field, product specification information field, update information field, product warranty/servicing information field, product incentive information field, product review information field, related products information field.

Fig. 4B shows information fields for storing information elements of company name, trademarks, and email address. Fig. 6A is a flow chart showing the steps involved in carrying out the communication protocol.

Amended claim 7 requires the user chooses a virtual sales agent from the database by either entering characteristics of a sales agent comprising whether the sales agent is a male or female and the age into the database or clicking on a picture of a virtual sales agent or a resume of a virtual sales agent provided by the database.

Perkowski does not teach choosing a virtual sales agent from the database by entering characteristics of a sales agent comprising whether said sales agent is male or

female and their age into the database or clicking on a picture of a virtual sales agent or resume of a virtual sales agent provided by the database. Perkowski teaches using a kiosk to enter information. The kiosk is not a male or female virtual sales agent having an age as defined by the present invention. The kiosk is not chosen by clicking on a picture of a virtual sales agent or a resume of a virtual sales agent provide by the database. Therefore claim 7 is not anticipated or obvious over Perkowski.

The Examiner has rejected claims 2-5 as being obvious over Perkowski, 5,950,173 as applied to claim 1.

As to claim 2, the Examiner states that pending claim 2 further defines a sales agent is a person, this is obvious because whether it is a kiosk or a sales person; there is a common function: an object to perform selling. A system that comprises a three dimensional representation (a computer would comprise 3-D images, and claiming a 3-D representation on computer is old and well known, a 3-D icon, a 3-D picture of an object.

Claim 2 relates to the system of claim 1 wherein the sales agent comprises a three dimensional representation of a person. Based on the arguments for claim 1, claim 2 is not anticipated nor obvious.

As to claim 3, the Examiner states that a transaction apparatus comprises information about a user (e.g., information about a telephone number, and an address for business and personal communication).

Claim 3 relates to the system of claim 1 wherein the information comprises information about a user's personal life, and information about a user's business

activities. For the reasons stated above for amended claim 1, claim 3 is not anticipated or obvious.

As to claim 4, the Examiner states that a transaction apparatus comprises a completed sales transaction (e.g., storing an e-commerce purchase transaction in a database for record-keepings).

Claim 4 relates to the system of claim 1 wherein the database records each sales transaction completed.

For the reasons stated above for amended claim 1, claim 4 is not anticipated or obvious.

As to claim 5, the Examiner states that a transaction apparatus comprises physical characteristics of said kiosk/sales agent. (see Perkowski, US patent 6,625,581, "Within the store of each retailer subscribing to the UPC REQUEST.TM. Consumer Information Service, the function of the UPC REQUEST rm kiosk is to provide consumer access to the UPC REQUEST.TM. Retailer Website (e.g., UPC REQUEST TM. Retail @Wal-Mart, UPC REQUEST.TM. Retail @Home Depot). The UPC REQUEST.TM. Retailer Website served to both physical-kiosk and cyber-kiosks within the retailer's brick and mortar and EC stores, respectively, provides consumer access to UPN/URL information links relating only to those products sold by the retailer and maintained within the UPC REQUEST.TM. Database Management System by the manufacturer or agent thereof. If desired by the subscribing retailer, its UPC REQUEST.TM. Retailer Website can be freely served to customers over the Internet, e.g. accessible from a hot-link embedded somewhere in the retailer's Web-site.

Claim 5 has been cancelled.

The Examiner has rejected claim 6 as being obvious over Perkowski as applied to claim 1 in view of Perkowski 5,625,581. With regards to claim 6, the Examiner states that a transaction apparatus wherein a communication can be via e-mail, Perkowski, 6,625,581. "In one arrangement, each manufacturer-operated client machine 13 would be assigned the task of managing the UPN/URLs associated with a particular department of the manufacturer (e.g. engineering department, sales department, service/support department, marketing department, advertising department). The UPN/URLs menus and other CPI related information collected by each department is maintained within a local UPN/URL Database 202 on the department's client machine 13, and is periodically transmitted to a Manufacturer's UPN/URL Database 203 hosted on the network Internet Server 133. In addition to providing the client machine behind the corporate firewall with http, email and ftp services, the network Internet server 133 is also equipped with an EDI (e.g. EDI or XML/ICE) software solution which enables periodic uploading of the manufacturer's UPN/URL Database 203 to the Central UPN/URL Database Management Subsystem 9, shown in Fig. 2C. "In the illustrative embodiments of the present invention, the data-synchronized IPD Servers of the system hereof 11 are also provided with an "Automated Registration Solicitation Mode" programmed by the webmaster (or administrator) of the IPI Web-site(s). In this mode, each IPD Server II analyzes the data collected within its Non-IPI Registrant Database. The data analysis procedure seeks to determine: (1) which unregistered products in the Non-IPI Registrant Database were the subject of an information request at the IPD

Server; (2) how many hits (requests) were made for the product within a predetermined length of time (e.g. one week) by Internet users; and (3) whether the number of requests exceeds a particular "request threshold" (e.g. 100 requests in week period). Then for each unregistered product which has exceeded the request threshold, the IPD Server automatically sends an e-mail message to the associated company. Preferably, the e-mail message is designed to (i) inform the company of recent information requests for their products, and (ii) solicit the registration of such products with the IPD Server. Once registered with the system, such products can be easily found on the Internet by anyone wishing to use the product information finding techniques of the present invention."

The Examiner states that it would have been obvious to implement Perkowski's teachings to suggest a transaction system having above claimed limitations; because artisans would recognize that a those information are easy to identified, and using an email in the Internet for communication is very fast, convenient and are flexible.

Claim 6 relates to the system of claim 1 wherein the communication can be via e-mail, a web site, palm pilot, cell phone, or other wireless means.

For the reasons stated above for amended claim 1, claim 6 is not anticipated or obvious.

The Examiner has rejected claims 8-15 as being obvious over Perkowski as applied to claim 1 above, in view of Bezos, 6,029,141, and further in view of Official Notice.

The Examiner states that Perkowski teaches a method of performing sales transaction online comprising:

providing information to a user concerning the user's personal life (i.e., a user's profile, an email address, a telephone number, or a shipping address);

providing information to said user concerning past business transactions (i.e., a user's profile, an email address, a telephone number, or a shipping address);

providing information to a user comprising price information for products for sale (Figs 3A2, 3b, 3c, 4A1, 4A2, 4B, 6A).

Those are fundamental information that are stored on databases as a customer profile in doing business/survey on the Internet for using later on.

The Official Notice is taken here that it is old and well known to utilize submitted data for recommending other needs to a customer (e.g. Bezos and amazon.com) after a customer logging-in/register to use the website.

Perkowski does not disclose about determining where a client is logging in from.

However, Bezos obviously has that information when disclosing "Various other types of information can be provided within the feedback reports to assist the associates in conducting business. For example, the reports can provide anonymous demographic data about the customers that made purchases from the associate site, including geographic regions (as determined from shipping address) of such customers. Additionally, the reports can provide special notices, including notices about books that pay lower referral credit to associates, and any problems occurring with an associate's referral links. The report generation feature also may provide associates with the ability



to access an on-line menu to generate custom feedback reports (such as a report of the number of referrals during a specific period of time), or to set up a report profile that specifies the content, format and frequency of the automated reports.

It would have been obvious to implement Perkowski's teaching with Bezos, and above Official Notices to suggest a method of performing sales transactions online having past business transactions including a customer's geographic area because this practice has been known for reporting statistics.

Amended claim 8 requires that the information be provided by a sales agent and that further information is provided to the computer database by the client in relation to information provided to the client. Bezos teaches a customer referral system. The system distributes catalog documents that include marketing information. The system allows a user to link to the merchant's user and purchase the product. The customer can select provides and buy them. There is no communication taught by Bezos. There is nothing in Perkowski or Bezos which teaches performing sales transactions on line, past business transactions, knowledge of a customer's geographic area, and communication from the user to the computer based on the information the computer provides to the user. Therefore, claim 8 is not obvious over the above references.

As to claim 9, the Examiner states that Perkowski teaches a method of performing a sales transaction wherein information is provided via email (i.e., see Perkowski 27:15-36, In the illustrative embodiments of the present invention, the data-synchronized IPD Servers of the system hereof are also provided with an "Automated Registration Solicitation Mode" programmed by the webmaster (or administrator) of the

IPI Web-site. In this mode, each IPD Server analyzes the data collected within its Non-IPI Registrant Database. The data analysis procedure seeks to determine: (1) which "unregistered" products in the Non-IPI Registrant Database were the subject of an information request at the IPD Server, (2) how many hits (requests) were made for this product within a predetermined length of time (e.g. one week) by Internet users; and (3) whether the number of request exceeds a particular "request threshold" (e.g. 100 requests in a week period). Then for each unregistered product which has exceeded the request threshold, the IPD Server automatically sends an e-mail message to the associated company. Preferably, the e-mail message is designed to (i) inform the company of recent information requests for their products, and (ii) solicit the registration of such products with the IPD Server. Once registered with the system, such products can be easily found on the Internet by anyone wishing to use the product information finding techniques of the present invention."

For the reasons stated above for claim 8, claim 9 is not obvious over the above references.

As to claims 10-11, the Examiner states that Perkowski teaches a system for transaction comprises files. Perkowski also teaches a system for transaction comprises a user's business activities, that is equivalent to comprise a user's profile because a profile includes types of purchases said user has made, sales range of goods or services user has made in past, delivery, shipping and billing information.

Bezos also uses customer's profile in business transactions "Various other types of information can be provided within the feedback reports to assist the associates in

conducting business. For example, the reports can provide anonymous demographic data about the customers that made purchases from the associate site, including the geographic regions (as determined from shipping addresses) of such customers. Additionally, the reports can provide special notices, including notices about books that pay lower referral credit to associates, and any problems occurring with an associate's referral links. The report generation feature also may provide associates with the ability to access an on-line menu to generate custom feedback reports (such as a report of the number of referrals during a specific period of time), or to set up a report profile that specifies the content, format and frequency of the automated reports.

The Examiner states that it would have been obvious to implement Perkowski's teachings with Bezos to suggest a profile having information such as information about said user's family, hobbies, where said user lives, said sports teams liked by said user because artisans recognize that with more personal information like the above, accurate suggestions are easy to provide in order to sell goods/services.

Regarding claims 10-11, for the reasons stated above for claim 1, claims 10-11 are not obvious over the above.

As to claims 14-15, the Examiner states that the rejection of claim 8 is incorporated. The Examiner states that Perkowski also teaches a method further comprising: providing further information to said computer database by said client in relation to information provided to said client. Furthermore, this step is fundamental in communication between 2 involved parties in providing related information.

Applicant has cancelled claim 14. Regarding claim 15, for the reasons stated above for claim 8, claim 15 is not obvious over the above references.

As to claim 12 the Examiner incorporates the rejection of claim 8. Official Notice is taken here that providing weather information according to each city, each state, or each geographical area on Internet is old and well known.

It would have been obvious to implement Perkowski's teaching with the above Official Notice to suggest local weather to a client based on where said client has logged in from because a computer server would recognize a location of user's computer in its database, by integration would be merely a matter of obvious engineering choice.


For the reasons stated above for claim 8, claim 12 is not obvious over the above references.

As to claim 13, the Examiner states that the rational for the rejection of claim 12 is incorporated. Official Notice is taken here that it is old and well known to include the current status of orderings whether a website already receive an order or not- usually an identification number is given from a website for that order, to check status just enter that given number into said website for query. It would have been obvious to implement Perkowski's and Bezos' teachings with above Official Notice to suggest a method of performing sales transactions online having past business transactions comprise whether current orders have been received because this practice has been known to report order statuses to customers.

Regarding claim 13, for the reasons stated above for claim 8, claim 13 is not obvious over the above prior art.

Applicant believes the application is now in condition for allowance.

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Signature:   
Name: Bebbie Broderick

Respectfully submitted,

  
Philip M. Weiss  
Reg. No. 34,751  
Attorney for Applicant  
Weiss & Weiss  
300 Old Country Rd., Ste. 251  
Mineola, NY 11501  
(516) 739-1500